INTRODUCING:
The Community Coordinator

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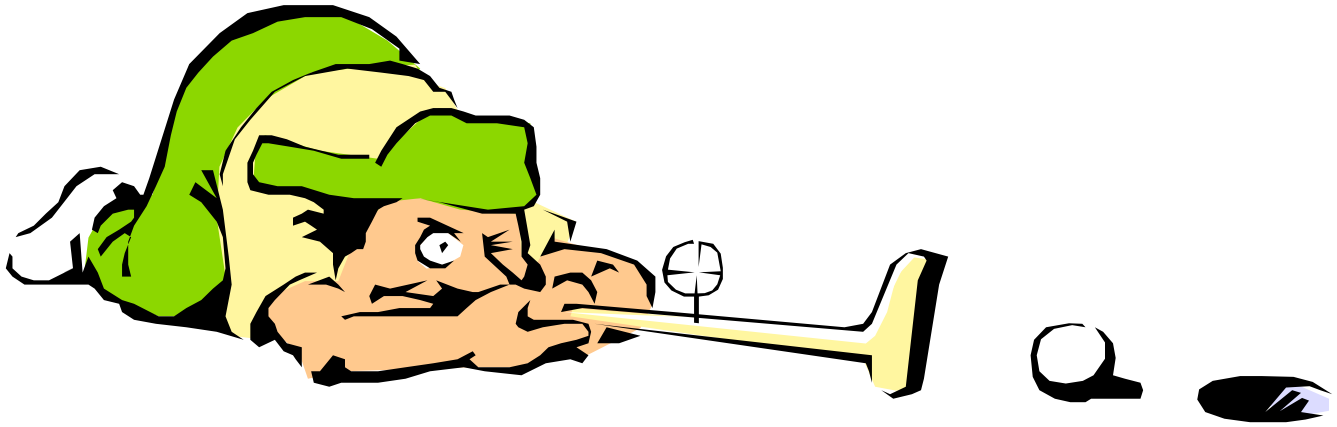
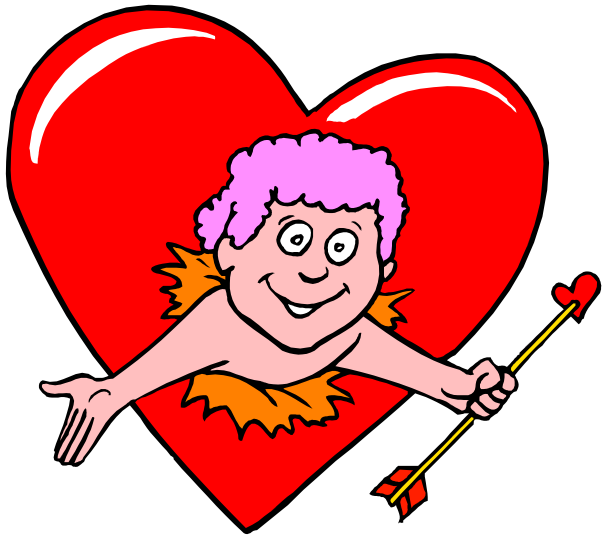
The Most Important Success Factor

- The Community Coordinator



- The Community Coordinator must have a passion for
  - for the individuals in the community.
  - the community itself.
  - the domain and the practice



How are coordinators selected?

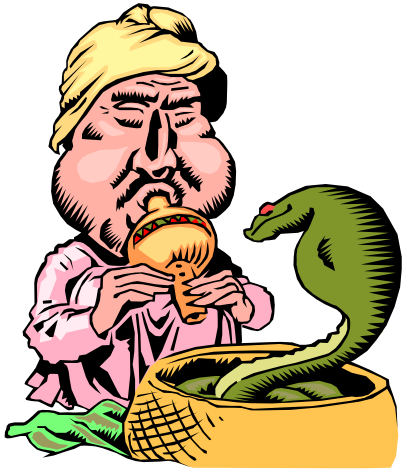
- Elected
- Appointed
- Volunteered
- Volunteered by Mandate

Translated:
Take Me to Your Leader

How much time does it take?

- Depends upon the size of the community
- Depends upon the stage the community is in
- Depends upon what's going on at any given time
- Overall, though,
  - For large communities, perhaps at least 25%
  - At a minimum, 10%

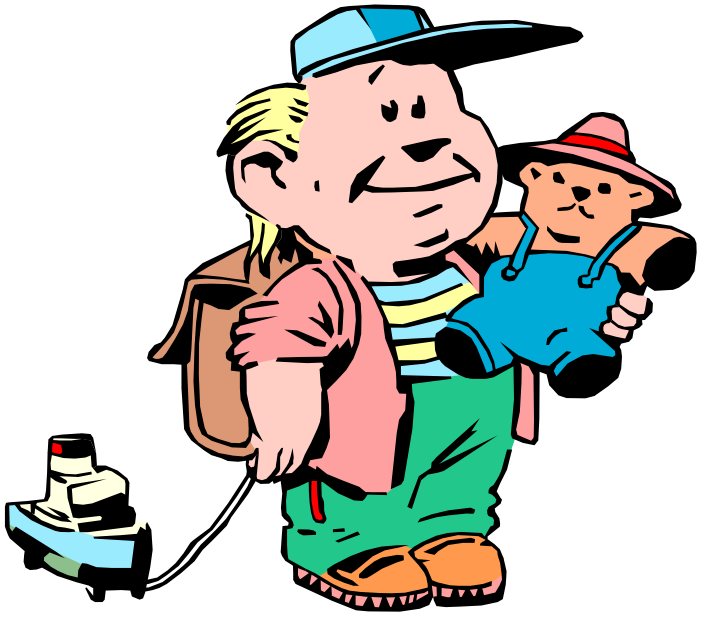
Liaison to Management



- Explain purpose and value of the community
- Ask for members to have time to participate
- Court public support
- Ask for other resources
- Connect the community to organizational issues
- Coordinate community interaction with organizational planning, if appropriate

Shepherd The Community Through Its Life Cycle

- Plan
- Start-up
- Grow
- Sustain and renew
- Close



Watching the Big Pictu

- Gaps in capabilities of the community
- Tools and other resources needed
- Issues that need to be covered
- How well the community is functioning
- What stage of the life cycle the community is in
- Changes in technology
- Competitors

CC as Personal Shopper

- Needs and wants of the community
- Needs and wants of the individual members
  - Special topics
  - Individual or subgroup interests
  - Burning needs

Networker Par Excellance

- Extensive personal network both inside and outside the community
- Connects members of the community to each other and to external contacts
- Key: 70% of the activity within a CoP takes place privately between individuals

Coordinator as Confessor and Guardian

- Praise in public
- Congratulate in public
- Comfort in private
- Confront in private
- Mediate in private
- Honor confidences

Understanding the diverse members

- Road Hogs
- Leaders
- Gurus
- Steady contributors
- Lurkers
- Bellwethers
- Skeptics
- New members
- Stars

Operates at Two Levels

- The unseen ,private life of the community
  - Connecting people to each other
  - Working with management
  - Working with core members
  - Welcoming new members
  - Managing boundaries
- The public, on stage life of the community
  - Staging events
  - Comments in public for a
  - Publishing tools
  - Distributing minutes of meetings

Promoter of Special Events

- Set up special events
- Prepare for the event
  - Talk to people beforehand
  - Seed the discussion
  - Set up encounters
  - Publicize
- Support the event
- Follow-up

Promoting Informal Meetings

- The meeting
  - Discuss “technical” topics
  - Solve current, short-term technical problems
  - Discuss other implications
- The coordinator
  - Coordinates with members before hand
  - Seeds discussion
  - Keeps meeting informal
  - Keeps meeting on track
  - Takes notes and handles follow-up
  - Allow for spontaneity

Adapted from Richard McDermott

Stirring Things Up

- Communities experience slow times.
- But slow can change to dead in the water.
- When needed, CC get the ball rolling themselves.
  - Hot new information
  - Hot topics
  - Hot buttons
  - Hot speakers
  - Challenges
  - Threats
  - Influence

Extending the Boundaries

- Communities can get locked into Groupthink or become cliques.
  - Bring in outsiders, such as speakers or technical experts from other fields
  - Bring in outside information
  - Build connections to other communities
  - Build bridges to external organizations
  - Encourage challenges to “what everybody knows”
  - Question exclusion of others

Adding New Members

- Help establish standard welcome a orientation
- Coordinate mentoring
- Recognize participations
- Make sure that needs of new members are met by the community as well

Pampering Your Stars

- Use their power to build the community
- Encourage their participation
- Recognize their contributions
- Lead a little, get a lot
- Sharing leadership
- Sharing networking

Sharing the Fun

- More than one for a community
- Community of Practice for coordinators
  - Learn leadership skills (leading the unleadable)
  - Discuss meeting skills
  - Solve problems
  - Come up with new ideas
  - Comfort and console

Rewards

- Seeing the craft grow
- Gaining personal prestige (your name in lights)
- Meeting other people
- Belonging to the community
- Being in the know
- **Joy of helping others**